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a server system that stores software applications;

a broadcast system that broadcasts the software applications; and

a multiplicity of portable clients that each include a receiver having a tuner that is selectively tunable to receive a selected one of the software applications broadcasted by the broadcast system;

wherein the server system includes a processor for enabling users to access a menu of the software applications for selection; and further comprising:

B¹ a two-way communications link between the server system and each of the multiplicity of multiple clients, wherein the two-way communications link includes a forward channel over which the respective portable client can transmit client data to the server system, and a return channel over which the server system can transmit data to the respective portable client;

wherein said two-way communications link is adapted to retransmit predetermined portions of lost/corrupted software application data that has been broadcast by said broadcast system, with a request for retransmission of missing/corrupted data is transmitted over the forward channel and retransmission of the missing/corrupted data is transmitted over the return channel.

B² 4. (Amended) The communications system as set forth in Claim 1, wherein each of the portable clients further includes a modem for establishing the two-way communication link.

B³ 21. (Amended) A portable data communications device, comprising

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a receiver that includes a tuner that is selectively tunable to receive a selected one of a plurality of software applications broadcasted by a broadcast system ;

a user-interface that enables a user to select one of the broadcasted software applications from a menu for downloading;

a processor for executing the downloaded software application; and

a modem for establishing a two-way communications link with a network control system, wherein the two-way communications link includes a forward channel over which the portable data communications device can transmit client data to the network control system, and a return channel over which the network control system can transmit data to the portable communications device;

wherein said two-way communications link is adapted to retransmit predetermined portions of lost/corrupted software application data that has been broadcast by said network control system, with a request for retransmission of missing/corrupted data is transmitted over the forward channel and retransmission of the missing/corrupted data is transmitted over the return channel.

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25. (Amended) The portable data communications device set forth in Claim 21, wherein the modem is a wireless modem.

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27. (Amended) The portable communications device as set forth in Claim 21, wherein the system data includes instructions for supervising the downloading of software applications.

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29. (Amended) The portable data communications device as set forth in Claim

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21, wherein the client data includes client software request data, and the system data includes download control data issued in response to the client software downloads request data.

31. (Amended) A method of doing business comprising:

storing software applications on a server system;

broadcasting the software applications to a multiplicity of portable clients that each include a receiver having as tuner that is selectively tunable to receive a selected one of the software applications broadcasted by the broadcast system; and

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charging a user of the portable clients a fee for receiving a selected one of the software applications, wherein the fee is selected from the group consisting of time-of-usage basis, a subscription basis, a per applications downloaded basis or a per transaction basis; and

wherein the server system receives a request for broadcasting the software applications by the portable clients over communication channels separate from the broadcast system; and

wherein requests for retransmission of missing/corrupted software application data is made by at least of the portable clients over the communication channels separate from the broadcast system, and a retransmission of the missing/corrupted software application data is made over the communication channels separate from the broadcast system.